

DATE

To: Participants in the (Sector) sector work group for the (City of Eugene) Broadband Outreach and Utilization Strategic Planning Project

From: (Convener and Trainer)

Thank you for agreeing to participate in the Broadband Outreach and Utilization Strategic Planning Project in (the City of Eugene). (Eugene) is one of four communities in Oregon establishing plans for the strategic adoption and utilization of broadband under this federally-funded grant program in 2013. Four additional communities will participate in 2014.

Project & Process Overview

This project will use *the planning process template* developed for the Oregon Broadband Advisory Council and Oregon Business Development Department. The template will insure that goals, strategies and action items are documented. The process is designed to be *effective and efficient* – using a small amount of your time, but resulting in a concise and focused visionary planning document. Starting with the key objectives outlined in the *attached project charter*, sector groups will deliberate in a facilitated workshop and a follow-up plenary session. Sector meetings will result in opportunities to unleash broadband adoption and utilization to accomplish sector goals.

The planning template includes four phases:

1. a **Workgroup** phase, in which sector workgroups meet individually to refine planning objectives, and to identify barriers to broadband adoption and utilization in the community and assets and opportunities for overcoming barriers.
2. a **Plan Framework** phase in which a “straw” plan based on the opportunities outlined by the workgroups is drafted.
3. a **Plenary** phase in which members from all workgroups convene to review and refine the strategies outlined in the “straw” plan.
4. a **Plan Completion** phase, in which a refined draft is reviewed and finalized.

Your Workgroup

The (Sector) Workgroup meets at the following date, place and time:

Workgroup Name Date and Time: Location and Address:

An **agenda** for the meeting and our community’s Broadband Outreach and Planning Project **Charter** is attached. The meeting will be facilitated by the project consulting team to provide a focused and fast-paced framework for the discussion.

To Prepare For The Meeting:

We ask that you review the sections of the Broadband Briefing Book assigned below. Other research and resources along with the Briefing Book are available on our [project website](#) and we encourage you to look at as many as interest you. However, your “assigned” sections are:

1. [The Briefing Book Intro](#)
2. [Section XX](#) (hyperlink)

We sincerely appreciate your willingness to for take part in this exciting opportunity for our community. Your input will be extremely valuable, and we look forward to seeing you at the meeting. Again, thank you.

